

**MINUTES OF THE  
SOUTH OGDEN CITY COUNCIL MEETING  
Tuesday, October 15, 2013– 6:00 p.m.  
Council Chambers, City Hall**

**COUNCIL MEMBERS PRESENT**

Mayor James F. Minster, Council Members Sallee Orr, Russell Porter, Bryan Benard, Wayne Smith and Brent Strate

**STAFF MEMBERS PRESENT**

City Manager Matthew Dixon, City Attorney Ken Bradshaw, Parks and Public Works Director Jon Andersen, Chief of Police Darin Parke and Recorder Leesa Kapetanov

**CITIZENS PRESENT**

Jim Pearce, Leonard Nicholas, Kevin Rowley, Lynn Mulhall, Deena Mulhall, Jeremy Roberts, Jerik Roberts

**I. OPENING CEREMONY**

**A. Call to Order**

Mayor James F. Minster called the meeting to order at 6:01 p.m. and asked for a motion to convene.

**Council Member Smith moved to convene as the South Ogden City Council, seconded by Council Member Porter. Council Members Orr, Strate, Benard, Smith and Porter all voted aye.**

**B. Prayer/Moment of Silence**

The mayor led those present in a moment of silence.

**C. Pledge of Allegiance**

Council Member Porter directed everyone in the Pledge of Allegiance.

Mayor Minster invited anyone who wished to make comments to come forward.

**II. PUBLIC COMMENTS**

**Leonard Nicholas, 5728 S 900 E**, came forward to express concern about the streets in his neighborhood. He had previously spoken with the city manager and received a list of the roads that would be worked on using road bond monies. He could not see any on the list that were south of Highway 89, where his neighborhood was. If one were to look at 5700 South

between 850 East and 1050 East, the road was in very bad condition. He had called the public works department to ask about it and received no response; the city manager had also said he would get back with Mr. Nicholas, but Mr. Nicholas had not heard back from him. He would like to have a response from someone. He also asked if the city didn't have some sort of contingency fund so they would not have to bond for street repairs.

Mayor Minster reported the road behind the Walmart was currently being worked on, and some changes had been made to the original road repair list. He also said he and the city manager would look at the roads and get back with Mr. Nicholas.

**Kevin Rowley, 1320 E 6100 S**, was next to come forward. He asked that the city reconsider the schedule of when the restrooms would be locked at the city parks, specifically Friendship Park. He would like to see the restrooms opened earlier in the spring and left open later in the fall, and not just for city events but for everyone who used the parks. He felt the closed bathrooms compromised public health and safety, because people were using the bushes and shrubbery as well as walls because the bathrooms were locked. Mr. Rowley also said it gave a bad impression of the city to people from other communities. He requested that the restrooms remain open on Saturdays during the months of April and October, a total of only eight extra days out of the year.

**A. Recognition of Scouts/Students**

There were no scouts or students present at the meeting. The mayor moved to the next agenda item.

**III. CONSENT AGENDA**

- A. Approval of October 1, 2013 Council Minutes**
- B. Approval of Burch Creek Subdivision Amended**
- C. Declaring Certain Property As Surplus**

Mayor Minster read through the items on the consent agenda and asked if the council had questions concerning any of them.

Council Member Orr asked if the fifteen foot easement in the subdivision amendment was on one side or both sides so as to not have the fence so close to the sidewalk.

Council Member Strate said he remembered asking the same question in another meeting and was told that the fence could go up to the property line, disregarding the easement line. Council Member Benard explained an easement allows the city access to anything within the easement, however it also allows the property owner to put a fence up to the property line, not to the easement line. The city could look into exactly what the easement allowed and perhaps add landscaping within the easement that might require the property owners to move their fence; it depended on the requirements of the easement. The question was brought up whether the item needed to be tabled. It was determined that approving the subdivision amendment did not affect the easement which was already in place and remained the same. There was no more discussion concerning any items on the consent agenda. Mayor Minster called for a motion.

**Council Member Strate moved to approve the consent agenda, with a second from Council Member Porter. The mayor then called a voice vote. Council Members Benard, Smith, Porter and Strate all voted aye. Council Member Orr voted Nay.**

#### **IV. PRESENTATION**

##### **A. Bill Francis, Imagination – Government Cable Channel**

Mr. Francis explained he managed the government access channel, Channel 17, in Weber County. He told of all the features Channel 17 offered that would benefit the city, including broadcasting 25 high school sports a month as well as sitcoms and cartoons that would bring people to the station. Once the people were there, the station would put billboards on the screen that would tell of the city's activities. The city would be able to manage the billboards content.

Mayor Minster commented he and City Manager Dixon had seen a more detailed presentation from Mr. Francis and were of the opinion switching the city's news to Channel 17 would benefit the city. Mr. Dixon added the city had considered using Channel 17 before, but because of the plan in place at the time, the cost had been prohibitive. A different plan was now offered that would cost the city nothing. He also added that if residents were not Comcast subscribers, where Channel 17 was broadcast, they could still view the station live stream over the internet.

It was determined that this item would be put on the next agenda for a vote.

#### **V. DISCUSSION/ACTION ITEMS**

##### **A. Consideration of Ordinance 13-21 – Amending Title 3 of the City Code Giving the City Manager and Staff Authority to Administer the Good Landlord Program**

The mayor asked staff to comment on the ordinance. City Attorney Ken Bradshaw explained this was a "housekeeping" item to correct a reference in the city code. There were no questions from the council; Mayor Minster called for a motion.

**Council Member Porter moved to adopt Ordinance 13-21, amending Title 3 of the city code, followed by a second from Council Member Smith. The mayor called for further discussion, if any, and seeing none, he called the vote:**

<b>Council Member Porter-</b>	<b>Yes</b>
<b>Council Member Smith-</b>	<b>Yes</b>
<b>Council Member Strate-</b>	<b>Yes</b>
<b>Council Member Benard-</b>	<b>Yes</b>
<b>Council Member Orr-</b>	<b>Yes</b>

**Ordinance 13-21 was adopted.**

##### **B. Consideration of Resolution 13-29 – Approving an Interlocal Agreement with Weber County School District for School Resource Officer**

The mayor called Chief Darrin Parke forward to explain this agenda item. Chief Parke informed the council the school district had recently reviewed all the agreements in the county for school resource officers, and realized the agreements had not been updated for quite some time. They had sent a draft document to the city, we had made some revisions to it, and this resolution would finalize the agreement. One change he noted was that the district would increase their part of the resource officer's salary over the next few years until it reached 50%.

Council Member Strate asked if the resource officer were full time at the junior high. Chief Parke said according to the agreement, he would be there four hours a day; however, in reality, he was there more. Council Member Strate said it was his opinion that the officer should be there full time. There was no more discussion, so Mayor Minster called for a motion.

**Council Member Orr moved to approve Resolution 13-29. Council Member Porter seconded the motion. The mayor asked if there were further discussion.** Council Member Strate asked if this would be the appropriate time to make the motion that the officer be at the school full time. Mr. Bradshaw affirmed he could amend the motion at this point. Council Member Smith pointed out that it would bind the city for something that was probably already happening. Chief Parke confirmed that the officer was there most of the time during school hours, but was pulled out if they needed him somewhere else. Council Member Strate then said he was fine with the motion as it had originally been stated. Council Member Porter added the council could discuss the matter further as it reviewed next year's budget. There was no further discussion. **The mayor called the vote.**

<b>Council Member Orr-</b>	<b>Yes</b>
<b>Council Member Porter-</b>	<b>Yes</b>
<b>Council Member Benard-</b>	<b>Yes</b>
<b>Council Member Strate-</b>	<b>Yes</b>
<b>Council Member Smith-</b>	<b>Yes</b>

**Resolution 13-29 was adopted.**

## **VI. DEPARTMENT DIRECTOR REPORTS**

### **A. Parks and Public Works Director Jon Andersen-Project Updates**

Mr. Andersen reported on several projects:

**5100 South Street Project-** The only work left on this project was to raise the valves and the manholes. He estimated the work would be done in the next week to ten days.

**Glasmann Way** – The street had been asphalted and there still needed to be some concrete poured. They hoped to be done within ten days or two weeks.

**1550 East Street Project** - The concrete was done and they were beginning to tear out asphalt. They would then fill in with road base and put new asphalt down. They hoped to be done by the end of the month.

**Doren Drive Water Project** – Seventy percent of the main line had been installed. They were now testing the Burch Creek Drive portion of the line and installing individual services on the Doren Drive portion. They also hoped to be done by the end of the month.

**Tennis Courts at Friendship Park** – Fencing was completed. They were preparing the RFP's in anticipation of having the project assigned and ready to go in the spring.

**UV Filter for the Splash Pad** – They were also bidding this project out and would have it installed this winter so the splash pad could open in the summer.

**Public Works Rodeo** – Mr. Andersen said this annual event would take place October 31<sup>st</sup> and there would be four events. He invited anyone who would like, to attend.

Parks and Public Works Director Jon Andersen then gave the quarterly report for inspections for the Good Landlord Program. The inspector had completed inspections for the large apartment complexes as well as the four unit buildings and begun inspections for the three and two unit buildings. The inspector was doing well with the additional inspections, considering the number of building permits had increased this year as well.

**B. Fire Chief Cameron West – NIMS Training**

Chief West said the council was half way completed with their NIMS training and encouraged those not finished to complete their training. He offered his help to anyone who needed it.

**VII. REPORTS**

- A. Mayor** – reported the new phone system would be installed Thursday and he had received training on it. He was impressed with the capabilities of the system. The mayor then commented that while campaigning, the main issue with people while was the condition of the roads. He felt the city needed to do more to keep up with road improvements. Lastly, the mayor reported on the anniversary celebration he had attended for the Ogden Athletic Club.

**B. City Council Members**

**Council Member Smith** – nothing to report.

**Council Member Strate** – agreed that roads were always a big issue for residents.

**Council Member Benard** – commended Bonneville's Boys Golf Team who took second in state and the girl's tennis team who took third in state.

**Council Member Orr** – reported she had met with the Communities That Care committee who were planning a town hall meeting in January. They were looking for ways to entice children and parents to attend. They also wanted to thank South Ogden City for their support and especially Brian Minster for setting up their website for them.

She also reported that the Mosquito Abatement District had reported two cases of West Nile Virus in Weber County, but there had been no positive WNV mosquito pools in Weber County, so it was thought that both cases contracted the virus outside the county.

Ms. Orr then gave the council members information on an upcoming meeting sponsored by "Wasatch Choice for 2040" and encouraged them to attend.

**Council Member Porter** – thanked Special Events Coordinator Jill Barker for her efforts in setting up the Scarecrow Contest which was currently going on. He then reported he had received nominations for well-kept yards in the city and hoped to get them in next month's newsletter.

- C. City Manager** – had met with Washington Terrace City and the Division of Wildlife Services concerning realigning the access road that connects 5300 South and Adams Avenue Parkway. He had let them know the city's major concern was keeping the access open, but wanted to make sure the council was in agreement with that. He had preliminary plans of what they were proposing to do if any council members would like to see them. There was some discussion on the road and how it would be handled. Mr. Dixon then reported the streetlight project closeout meeting would take place in the next week. He then concluded by giving the council a handout concerning recreation revenues, program participation and employee hours worked. There had been

changes by using the junior high gym and adding competitive league programs. Staff felt that based on the numbers, a part-time recreation position should be added. They had also looked at ways to have the competitive leagues more of a regular event and how to sustain it.

**D. City Attorney Ken Bradshaw – nothing to report.**

Mayor Minster then called for a motion to adjourn city council meeting and move into a work session.

**VIII. ADJOURN CITY COUNCIL MEETING AND CONVENE INTO WORK SESSION**

**Council Member Porter moved to adjourn city council meeting and convene into a work session. The motion was seconded by Council Member Benard. Council Members Benard, Strate, Orr, Porter and Smith all voted aye.**

City council meeting was adjourned at 7:09 pm. The council and staff then moved into the EOC for the work session.

City Manager Dixon began the work session by reviewing the process the council had gone through in strategic planning, but due to time constraints, they had decided to talk about the city's mission, vision and values at a later time. This was the time to do it.

Mr. Dixon introduced David Sandberg from Focus and Execute, who was there to facilitate the meeting. Mr. Sandberg gave a presentation (see Attachment A), defining the difference between mission and vision. He reviewed the current mission statement. The council felt it was a good mission statement, but not a powerful one. They reviewed several mission statements from other organizations and analyzed whether they worked or not.

Mr. Sandberg divided everyone into three groups and asked each group to come up with a mission statement. Each group then came forward and presented what they had come up with. Team 1's mission statement was "South Ogden, good jobs and good service for good people and good neighbors". Team 2's statement was "Together enhancing the quality of life". Team 3 chose to condense the original mission statement into "South Ogden City Corporation is dedicated to preserving and enhancing quality of life, promoting fiscal responsibility and responding in a timely and professional manner to the needs of every resident, business, visitor and employee". Team 3 had also come up with a slogan, "You're Home". The council liked the slogan "You're Home". The council discussed the different ideas, how they related to employees versus residents, and which ones people could make a connection with.

Mr. Sandberg asked the council which statement they would choose out of the three that were presented. They chose Team 3's condensed version of the original mission statement. They also discussed having a slogan for the city as well as a motto for employees. An idea for the motto for employees (internal) was "A Community of Quality Employees Serving a Quality Community". After discussion, it was shortened to "Quality Employees Serving Quality People". The slogan for the city at large, or externally, was determined to be "You're Home".

Mr. Sandberg advised the group to take everything that had been discussed, think about it until the next meeting, then come back and see how they still felt about it. He would place the mission, motto and slogan on the website so they could view them. The council also discussed the importance of how the mission statement, slogan and motto were presented to the employees and residents. City Manager Dixon also suggested that the Department Directors ask employees for ideas of mission statements and slogans; he felt the employees should have a part in the process. In conclusion, Mr. Sandberg asked the council members to think about what their vision for the

future of the city was. He gave the example of John F. Kennedy's proclamation in 1960 that America would put a man on the moon within the decade. Mr. Sandberg gave the council the assignment to think about what their vision and goal for the city was, something they would like to accomplish, and bring it to the next meeting. There was no more discussion, so Mayor Minster called for a motion to adjourn.

**Council Member Porter moved to adjourn the work session, followed by a second from Council Member Strate. All present voted aye.**

The work session adjourned at 9:20 p.m.

I hereby certify that the foregoing is a true, accurate and complete record of the South Ogden City Council Meeting held Tuesday, October 15, 2013.

  
Leesa Kapetanov, City Recorder

Date Approved by the City Council November 19, 2013

# **Attachment A**

David Sandberg Presentation





# South Ogden City

## *Mission, Vision, and Values*

October 15, 2013



## Welcome, Purpose, Intros

- Matt Dixon

## Agenda

- Discuss Mission, Vision, Values
- Review current Mission Statement
- Review Stakeholder Needs
- Align mission to Stakeholder Needs
- Leave with a rough Mission Statement to review before next meeting

## Missions and Visions can be confusing



## Definitions

- **Mission Statement:** Answers the questions “Why” we exist.
- **Vision Statement:** Tells Where we are going.
- **Values:** How we will govern ourselves; guides decisions and behavior.

## Thoughts on Mission Statements

- **I think that anytime you get clear about what your mission is or what your focus wants to be, things start to come together in your life.**  
- Eve Ensler -
- **When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it.**  
- W. Clement Stone-
- **A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.**  
- Mahatma Gandhi -



## South Ogden City Mission Statement

**"South Ogden City,  
NOT Ogden City!"**



## South Ogden City Mission Statement

**"South Ogden City Corporation is a responsible organization dedicated to preserving and enhancing quality of life by providing premium public services, promoting fiscal responsibility and responding in a timely and professional manner to the needs of every resident, visitor or employee of South Ogden City."**



## **Forbes Magazine 4 Questions for Great Mission Statement**

- What we do?
- How do we do it?
- Whom do we do it for?
- What value are we bringing?



## **What Makes a Mission Statement Powerful?**

- When it is easy to remember
- When it is part of the fiber of the way you do business
- If by living it you create raving fans
- If it can be used in the daily language of your organization

## Examples of Powerful Mission Statements

- "We create happiness by providing the finest in entertainment for people of all ages, everywhere." - Disney -
- "Facebook's mission is to give people the power to share and make the world more open and connected."
- Ikea's mission is to offer a wide range of home furnishing items of good design and function, excellent quality and durability, at prices so low that the majority of people can afford to buy them.
- "To experience the joy of advancing and applying technology for the benefit of the public." - Sony -
- Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings. (Apple)
- At Microsoft, we work to help people and businesses throughout the world realize their full potential. This is our mission. Everything we do reflects this mission and the values that make it possible
- To build a place where people can come to find and discover anything they might want to buy online. (Amazon)
- At Ritz Carlton we are Ladies and Gentlemen, serving Ladies and Gentlemen

## Mission vs Motto

- Mission is about us looking at ourselves and our purpose.
- Motto is a catch phrase to keep us top of mind.



## Mission vs Motto

- **Mission:** McDonald's brand mission is to be our customers' favorite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.
- **Motto / Slogan:** "I'm Lovin' it"

## Mission vs Motto

- [Amsterdam Zoo](#): Natura Artis Magistra ([Latin](#): *Nature is the teacher of art*)
- [International Expositions](#): Semper Verum ([Latin](#): *Always true*)
- [Air Training Corps](#): Venture, Adventure
- [Army Cadet Force](#): To Inspire, To Achieve
- [Boy Scouts](#): Be Prepared
- [Boys' Brigade](#): Sure and Stedfast (Old spelling)
- [Brownies](#): Lend A Hand
- [Civil Air Patrol](#): Semper Vigilans ([Latin](#): *Always vigilant*)
- [Cub Scouting](#): Do Your Best
- [Maine State Police](#): [Latin](#): *Semper Aequus* (Always just)
- [Metropolitan Police](#): Total Policing
- [Chicago Police Department](#): We Serve and Protect
- [Detroit Police Department](#): Making Detroit a Safer Place to Live, Work, and Visit
- [Los Angeles Airport Police](#): Serving the Aviation Community
- [Los Angeles Police Department](#): To Protect and to Serve
- [Minneapolis Police Department](#): To Protect with Courage, To Serve with Compassion



## Mission Statement Exercise

- Review Stakeholder Needs
- Write down key words and ideas of how to meet those needs
- Group them into “Like” topics
- Organize into rough ideas for Mission Statements.